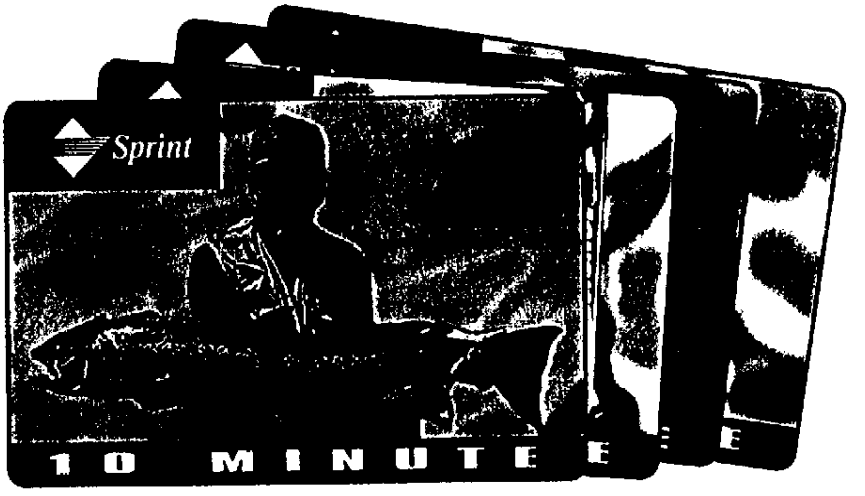
FORSYTH TOBACCO PRODUCTS

& Sprint®

ANNOUNCE

The Prepaid Long Distance Calling Card Promotion For Your Private Label Brand



Give Your Customer 10 Minutes of Long-Distance Calls with a 10 Pack Purchase.

☛ Here's a sure way to increase your volume with an exciting promotion customized to your store that competition can't match.

A Direct Line to Sales Volume.

☛ Prepaid phone cards are being issued as promotional items by over 130 top corporations in the U.S.

☛ These promotions have proven to be a tremendous success in increasing sales and store traffic.

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Source: https://www.industrydocuments.ucsf.edu/docs/ghbp0000

Sprint 10 Minute Prepaid Long Distance Phone Card!
It's Easy to Use from any Touchtone Phone.

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Source: https://www.industrydocuments.ucsf.edu/docs/ghbp0000

A Program That Calls Up Multiple Benefits.

Sprint.

☛ Long-distance phone service has a higher perceived value with consumers than conventional premiums.

☛ With an order of 25,000 cards you can customize your own selling message that your customer hears when they use the card, reminding them of the benefits of making their purchases at your store.

☛ These highly collectible cards come in four versions; consumers will want to collect the set, so the program generates repeat purchases.

☛ Impactful POS support launches and sustains the program with attention-getting visuals.

It's Easy!

☛ With purchases of your Private Label brand, you give your customer a SPRINT phone card good for 10 minutes of free long-distance calling.

☛ Remind your customer of the 4 collectible cards in the series... keep them coming back.

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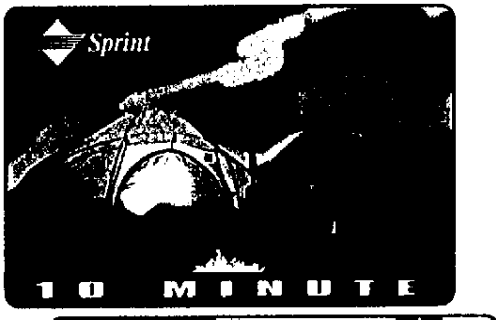
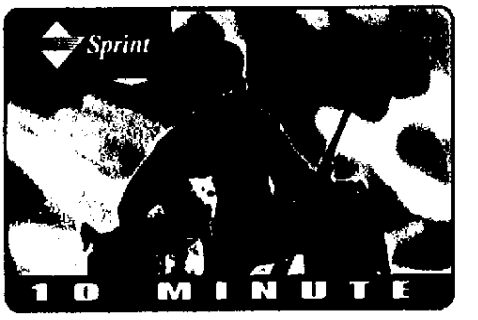
Source: https://www.industrydocuments.ucsf.edu/docs/ghbp0000

Four Highly Collectible Cards Build Interest and Continuity.

☛ Collectors are excited about the new phone cards, and your customers will want to get all four, which means repeat sales for you.





Impactful POS: The Answer to Incremental Sales

☛ POS has space for your PL brand sticker ID.

(Dump Bin Riser Card)

(Poster)

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Source: https://www.industrydocuments.ucsf.edu/docs/ghbp0000